PRODUCT DEMONSTRATIONS AND CUTTINGS

PROBLEMS AND SOLUTIONS

PROBLEMS

- No consistency in conduct of these activities.
- PV feels private label products are not considered.
- Manufacturing reps. believe they are left out of the process or are never notified of the results of their attendance.
- At cuttings some products are tested while others are overlooked, some receive evaluation forms, some do not and vendors are not given time to present their program and the benefits to be derived from using their product.

RESULTS

- NO BEST VALUE DECISION POSSIBLE
- ITEMS SELECTED RANDOMLY NOT USED
- CATALOGS GROWTH UNLIMITED
- DFAC INVENTORY PROCESS MUTED
- AGED INVENTORY AT VENDORS
- AFMIS FILES NOT MAINTAINED
- FOOD PROGRAM SUFFERS

SOLUTIONS

BE A SMART CUSTOMER OF THE PRIME VENDOR PROGRAM

ITS TIME FOR

Changing How We Think!

SOLUTIONS

WHO'S IN CHARGE ?

- **Take control of your program**
- **Don't let the prime vendor run the food management boards**
- **Don't let the manufacturers' reps run the food management boards**
- **Follow the Army's policy on demonstrations and cuttings**
- **Follow Army Menu Standards & Purchasing Guidelines**

SOLUTIONS

WHO'S IN CHARGE ?

- WHAT IS IN YOUR CATALOG?
- ITEMS ON CATALOG (650 - 2100 Items) WHY? WHAT USE?
- WHAT DO YOU WANT TO FEED?
- WHO DOES MENU PLANNING?
- PERSONNEL, EQUIPMENT, STORAGE & DOLLAR LIMITATIONS?

SOLUTIONS

WHO'S IN CHARGE ?

- **ANNUAL CATALOG REVIEWS & SCRUBS**
- **PROCEDURES for SELECTION, CATALOGING, and MAINTENANCE of SUBSISTENCE ITEMS**

USE OF:

CUTTINGS & DEMONSTRATIONS

SOLUTIONS

WHO'S IN CHARGE ?

INSTALLATION FOOD PROGRAM MANAGER & FOOD ADVISOR

- **MUST PROVIDE PROGRAM CONTROL & LEADERSHIP**
- **MEET ARMY STANDARDS AND GUIDELINES**

WHAT IS NEEDED? YOU DECIDE !

- **CUTTING VS. DEMONSTRATIONS?**
- **BASED ON YOUR NEEDS**
- **NSN's, LSN's, & NAPA NUMBERS?**

NEW PRODUCTS

* **INVITE DESIRED PRODUCT REPS**

* **NOTIFY PRIME VENDORS**

* **CONSIDER YOUR PRIME VENDOR'S INVENTORY WHEN SEEKING NEW ITEMS**

* **CHECK WITH YOUR PRIME VENDOR FIRST FOR: - SAME ITEM**

OR

- EQUIVALENT ITEM

WHICH PROVIDES THE BEST VALUE?

WANT NEW PRODUCTS?

DETERMINE NEED AND DEMAND

MOVEMENT PROJECTION

- **Research Prime Vendor (same or like item in stock)**

- **Conduct a Cutting or Product Demonstration**

SEEK BEST VALUE BUYS

WANT NEW PRODUCTS?

- **If it is an item you really want, request the prime vendor bring the item in, even if the SPV doesn't normally carry that line**

- **We need to follow up when we ask for an item to be added to our catalog**

1) Complete the new item Request Form

2) Provide it to both the prime vendor rep and the DSCP Account Manager

WANT NEW PRODUCTS?

3) Put a reminder 30 days out on the calendar

4) If item is not available 30 days later, get a report from prime vendor on status; if not happy, get with DSCP

Still no answer – call ACES

You need a pro-active Food Management Board

WANT NEW PRODUCTS?

- **Plan how you will use the new product**
- **Consider plate cost – can you afford to put this on the menu? How Often?**
- **Get POS materials from the manufacturer**
- **Get marketing ideas from the prime vendor and manufacturer**

WANT NEW PRODUCTS?

- **Let customers know something new is available**
- **Track product use – now that it is available, who is using it and who is not?**
- **How do soldiers like the item?**
- **Are there ways to use the item we're not trying yet?**

CUTTINGS

WHAT THEY ARE

Side by side, objective, blind comparisons of two or more similar or like products to determine which product is the best value.

A comparison cutting is used when the installation has an expressed desire to add new or replace existing products to its catalog

DEMONSTRATIONS
WHAT THEY ARE

A Demonstration is the presentation of one or more products by vendors without the presence of competing products.

Demonstrations primarily perform three functions:

* New product evaluation;
* Product not meeting specifications or quality;
* Training on products already cataloged.

DEMONSTRATIONS

WHAT THEY ARE

- A demonstration may also be used to select new items or to train the installation staff in storage, handling and preparation techniques, or marketing methods.
- Food Program Managers may also schedule demonstrations for the expressed purpose of investigating a specific product.
- The Installation Food Management Board is an excellent forum for any of these purposes

CUTTINGS & DEMOS

WHAT THEY ARE NOT

FOOD SHOWS

FEEDING FRENZIES

PICNICS

CUSTOMER APPRECIATION ACTIVITIES

VENDOR APPRECIATION ACTIVITIES

CUTTINGS

HOW TO CONDUCT

****FOLLOW ACES OPERATING PROCEDURES**

-Provide time for product reps to detail the benefits of the product to your program

-- Compare products: Taste, texture, aroma, appearance, cost per serving, yield vs waste or loss, or bag, ease of prep, storage /handling requirements

Always look for the best value.

The Cutting:

- Company representatives prepare their own products.
- Products are placed on plain, unmarked plates/cups/ containers.
- Food management staff labels each product with either an (“a”, “b”, “c” etc) or (“1”, “2”, “3”, etc) prior to the voting members of the Food Management Board entering the evaluation area.

The Cutting:

- Evaluations are supervised by the Food Program Manager
- Non-Voting attendees are required to wait until VOTING MEMBERS testing is complete.
- Do not permit the prime vendor or manufacturer reps in the room during voting members evaluation of products.

The Cutting:

- Each member evaluates each competing product and scores it. Small samples are sufficient and should be controlled.
- Have each voting member use the Subsistence Item Evaluation Form to evaluate **competing** products.

The Cutting:

- Each voting member must complete one form for each product.
- The food management staff should control and tabulate all completed evaluation forms.
- Following the testing analyze the evaluation forms for acceptability.

WANT NEW PRODUCTS?

REQUESTING NEW ITEMS

IDENTIFY ITEM FOR REDUCTION or DELETION

- **FOLLOW UP WITH VENDOR**
- **COORDINATE W/ ACCOUNT MGRS**
- **LOAD to AFMIS MIF & RECIPE FILES**
- **ADD TO MENU TEMPLATES**
- **COORDINATE WITH FACILITY MGRS**
- **ESTABLISH USE POLICY**

and

ORDER the PRODUCT !!

COMPLETE THE RECORD

- **Let manufacturer know installation appreciates demo/cutting but doesn't want the product**
- **We need to follow up when we DON'T want an item added**
- **FOR NEWLY ADDED ITEMS- Let managers know items are now in house and ready to use**

BEST BUY DECISIONS

REQUIRE

Changing the way we do business

Changing the way we think!

RESEARCH, ANALYSE, DECIDE,

ACT, REVIEW, EVALUATE

PAYOFF: = IMPROVED FOOD PROGRAM = SATISFIED SOLDIERS =

PRIDE IN YOUR PROGRAM